

Case Study

# IRONSCALES PROVIDES ROBUST EMAIL SECURITY FOR MID-SIZED PR AGENCY



"IRONSCALES not only provides us with advanced email protection, but it also provides us with peace of mind. Since deploying the technology, it has become much clearer as to how frequently attackers are trying to spoof and commit fraud on our midsized PR business. Knowing that IRONSCALES is working without interrupting my team from doing what they do best is a tremendous relief to me. And our clients love how serious we take the security of their communications."

**ANNA RUTH WILLIAMS,**  
ARPR'S FOUNDER AND CEO

## The Situation

ARPR, the southeast's largest tech PR agency and one of the fastest growing firms in the country, has always taken its digital security and the digital security of its client's very seriously. But when several large new business opportunities required the firm to significantly upgrade its cybersecurity insurance policy, the agency's leadership was propelled to conduct a comprehensive audit of its security posture. At the conclusion of its internal assessment, ARPR identified email security as a primary need, having learned that modern email attacks were much too sophisticated and frequent to rely solely on G-Suite's inherent protections. This came as no surprise, as the agency's CEO and VP of client service had noticed an uptick in business email compromise attempts over the previous few months.

## The Challenge

In addition to the budget constraints inherent to smaller sized business, ARPR had:

- ✘ Limited time, money and resources to implement and maintain cybersecurity software
- ✘ No IT or security staff on the payroll

As such, the agency was in search of email security solution that had a simple user experience; one that would not burden its employees or require its senior leadership team to expand their roles to include the responsibilities of a de facto CISO.

Simply put, ARPR needed email security that was autonomous, self-sufficient and affordable.

Upon initial research, ARPR identified a lot of vendors positioning themselves as email security experts.



While it was difficult at first to identify the differences from one company to the next, ARPR was eventually able to determine that most companies only provided a point solution, such as phishing awareness training or email spoofing mitigation, when the problem required a more comprehensive solution. ARPR was beginning to wonder if it would have to have to implement multiple technologies to obtain the level of email security that its audit recommended.

Fortunately, ARPR was introduced to IRONSCALES. The agency was quickly compelled by its self-learning approach to prevent, detect and respond to attacks and by how it uses AI and machine learning to predict future attacks in certain situations.

The member of ARPR's leadership team who would oversee the implementation was also impressed by its one-click response, how quickly the technology could be deployed to his colleagues, and how little support he would need to provide once the installation process was over. After a short demo and a couple of email exchanges, IRONSCALES became the preferred email [security](#) partner of ARPR.

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## The Results

Interestingly, since right around the time ARPR recognized a need for greater email security, the agency began to experience an uptick in spear-phishing and business email compromise attacks. So, we like to tell ARPR that we found each other at the perfect time.

ARPR elected to implement IRONSCALES' entire email security platform, including:

- ✓ Advanced malware and URL/Link protection
- ✓ Automated and collaborative phishing campaign detection
- ✓ Advanced protection against business email compromise
- ✓ AI-powered virtual email security assistant
- ✓ Automated email phishing investigation, orchestration and response
- ✓ Attack simulation and awareness training

As G-Suite users, the installation, which was conducted virtually by one of IRONSCALES' customer success leaders at a time of ARPR's convenience, took a little over an hour to complete. And within 24 hours, the solution was deployed across all 30 of ARPR's employee's computers with no hitches or disruption to business continuity.

To date, ARPR is on the receiving end of a handful of phishing attempts per week, 99 percent of which are automatically identified and handled by IRONSCALES.

- ✓ A dashboard provides the agency's leadership team with all of the transparency it needs
- ✓ New mobile app allows for the seamless confirmation or rejection of suspicious emails from anywhere
- ✓ Little to no interruption to anyone's day or agency continuity overall
- ✓ Agency's email phishing risk has been dramatically reduced

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## ABOUT SRC CYBER SOLUTIONS LLP

At SRC Cyber Solutions LLP, we provide Next Generation, Automated and User-Friendly solutions in partnership with AUTOMOX for Patch and Endpoint Management, IRONSCALES for Comprehensive Email Security and Anti-Phishing Protection, THREATX for WAAP (WAF++) with an Attack-Centric approach for Web Application and API protection and Project Ares for Online Gamified Simulation-based Cyber Security Training.

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